

ECONOMY DRY WASH 5c per lb. or 2c per piece PEERLESS LAUNDRY

PHONES Torr. 174 or Lomita 285

STATE PICNICS

NEW YORK, WASHINGTON AND OREGON Former residents of New York, Washington and Oregon are all invited to join in a big jolly rally all day Saturday, October 13th, out in Sycamore Grove Park.

Geo. H. MacNeill, Martin Korstad and A. G. Vaughn will be in charge of the doings of the day.

SOUTH DAKOTA

The summer picnic of the South Dakota Society will be held at Sycamore Grove, Sunday, Oct. 7, all day. Past Grand Exalted Ruler of the B. P. O. Elks, J. C. McFarland of Watertown, S. D., one of the most popular public speakers of the nation, will be present and address the gathering.

One-Newspaper Cities in U. S. Increase by Leaps and Bounds; Boost Since 1923 Is 17 Percent

(The following matter is taken bodily for the most part from an article which appeared in the Editor and Publisher and The Fourth Estate for August 18, 1928. The above named publication is a 48-page weekly trade magazine for newspaper owners and workers and is itself a consolidation of The Journalist, Newspaperdom, The Editor & Publisher, Advertising, and The Fourth Estate.

Main streets' indifference to the old dividing lines of politics and its insistence upon the best quality at lower prices, in journalism, as in other lines, has in the past five years achieved a startling total of daily newspaper casualties.

In several such instances, a new company has been formed with holders of stock in the old papers participating in the new ownership upon an agreed basis, unifying the management and the operating facilities and usually eliminating offensive editorial controversies.

Five years ago the process of reform was well under way. It began as a matter of fact, in the early years of the 1910 decade and was greatly accelerated by the economic pressure incidental to the war.

California shows the strongest trend toward the one-newspaper idea, increasing its number of cities with such service from 39 to 57 during the five year period.

newspapers in communities which, starting from nothing around the natural riches and golden climate of the state, have in a few years reached daily newspaper stature. These account for perhaps five per cent of the total increase in the one-newspaper cities, the remainder being traceable directly to consolidations.

As a rule, the advertising rate of the new combination has been lower than the combined rates on the former regimes.

The publisher has benefited by winning the undivided appropriations of merchants who formerly hesitated to use either paper.

Success of the unification idea in some middle western and California cities has given it a great impulse. California now has seven cities in each of which one ownership dominates local journalism.

In the present state of American political thought, it has seldom been necessary to perpetuate the old political affiliations of papers brought under combination ownership. Independent in politics is the general declaration of the modern newspaper owner, except in some Pennsylvania, Indiana, New York, and Ohio cities where the old flames continue to shine brightly.

Comparative Number of Towns Served by One Daily Newspaper as of July 1, 1928-1923.

(Taken from a complete list published in the Editor & Publisher and The Fourth Estate).

Four hour drying enamel, \$4.95 gal. Consolidated Lumber Co.—adv.

FRATERNAL Woman's Benefit Association Torrance Review No. 37 Meets Second and Fourth Tuesday Caroline Stroh, President Women's Clubhouse, Engracia Avenue 7:30 P. M.

CAR HITS TRUCK

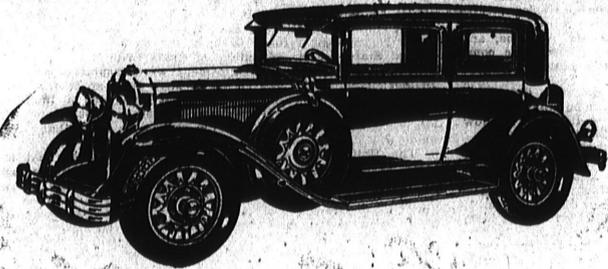
J. Paurter of Pueblo station, crashed into a truck driven by Oscar A. Kalgren of 1164 1/2 S. Main street, at 3 o'clock Monday morning.

BABY SPECIAL

We Will Make One 8x10 Photo—FREE! of any baby up to 5 years old whose birthday is in October. Phone 398 or call for appointment.

KELLER'S STUDIO

Castle Apts.—Room 12 El Prado and Sartori Torrance, Calif.



Because it's new... Because it's individual... Because it's the most beautiful automobile of the day, this new Buick... the car of cars is enjoying the year of years...



THE NEW BUICK IS THE NEW STYLE

Drawing the greatest crowds—winning the most enthusiastic praise—rolling up the biggest demand in all fine-car history—the Silver Anniversary Buick with New Masterpiece Bodies by Fisher is scoring the most sensational success ever won by any new quality car!

Millions of spectators thronging Buick showrooms in all parts of the country! Tens of thousands enthusiastically placing their orders for this Buick of Buicks and car of cars!

And all because it is not only a leading engineering achievement of the past twenty-five years—embodying performance abilities unmatched anywhere in the world—but also because it ushers in an entirely new

style—a fascinating new mode—of automotive beauty and luxury!

The motorists of America "looked to the leader for leadership" in automotive design. Buick answered with this epic car, setting entirely new standards of style, beauty, and comfort, as well as of dashing performance.

THE SILVER ANNIVERSARY BUICK WITH MASTERPIECE BODIES BY FISHER

R. S. FLAHERTY

BUICK SALES AND SERVICE 1316 Cabrillo Avenue, Torrance Phone 65

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

Chevrolet advertisement featuring the text 'And now, a Million Chevrolets Since Jan 1st' and 'First Choice of the Nation for 1928'. Includes a list of models and prices: The Touring or Roadster \$495, The Coupe \$595, The 4-Door Sedan \$675, The Convertible Sport Cabriolet \$695, The Imperial Sedan \$715, Light Truck \$520, Delivery (Chassis Only) \$375.

Torrance Motor Co. Salesroom at DAY & NIGHT GARAGE 1606 Cabrillo Ave., Torrance Phone 127. W. A. King 2748 Redondo-Wilm. Blvd., Lomita. QUALITY AT LOW COST

WAKE UP, FOLKS!

Surely you don't understand this generous offer--If you did you would enter now

How Much Is Your Time Worth? Will You Earn \$1495 in the Next Few Weeks?

YOU CAN EARN JUST THAT AMOUNT IN THE NEXT FEW WEEKS—AND BY SPARE TIME AT THAT—BY ENTERING THE HERALD-NEWS BIG FREE GIFT OFFER

Where do you live? Torrance? Lomita? Moneta? Keystone? Walteria? Harbor City? The Herald and News cover this whole territory. You owe it to yourself to look into this unusual money-making opportunity. DO IT TODAY! NOW! It costs you nothing to talk it over. But we can't call on you if we don't know where you live. TELEPHONE 444 for information—or drop into the Herald office.